



NILES®



INSTALLATION GUIDE



FOR USE IN MUSIC OR HOME THEATER SYSTEMS
10" & 12" POWERED SUBWOOFERS

SW10 SW12

CONGRATULATIONS!

Thank you for choosing an **SW10 or SW12 High-Powered Subwoofer** from Niles. With proper installation and operation, you should enjoy years of trouble-free use.

Niles manufactures the industry's most complete line of custom installation components and accessories for audio/video systems. To see the complete Niles product assortment, visit us on the Internet at: **www.nilesaudio.com**

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INTRODUCTION

The Niles SW10 and SW12 High-Powered Subwoofers are expressly designed for superior sonic quality in home theater and music applications. They employ advanced technology components that extract powerful bass in recorded music or the thunderous deep sound effects in a movie. The SW10 utilizes a 10" woofer with a 125W amplifier, and the SW12 a 12" woofer with a 260W amplifier. Both provide significantly more power to meet the dynamic demands of music and home theater applications and are a perfect choice whenever enhanced bass sound is the most important consideration.



SW12



SW10

IMPORTANT SAFETY INSTRUCTIONS



The lightning flash with arrowhead symbol, within an equilateral triangle, is intended to alert the user to the presence of uninsulated dangerous voltage within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.

WARNING: To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture

The exclamation point within an equivalent triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.
5. Do not use this apparatus near water.
6. Clean only with a dry cloth.
7. Do not block any ventilation openings. Install in according with the manufacturer's instructions.
8. Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9. Do not defeat the safety purpose of the polarized or ground plug. A polarized plug has two blades with one wider than the other. A grounding-type plug has two blades and a third grounding prong. The wide blade is provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
10. Protect the power cord from being walked on or pinched particularly at plug, convenience receptacles, and the point where they exit from the apparatus.
11. Only use attachments/accessories specified by the manufacturer.
12. Use only with a cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/apparatus combination to avoid injury from tip-over.
13. Unplug this apparatus during lighting storms or when unused for long periods of time.
14. Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.
15. Apparatus shall not be exposed to dripping or splashing, and no objects filled with liquids shall be placed on the apparatus.



FEATURES AND BENEFITS

10-INCH OR 12-INCH WOOFERS WITH INJECTION-MOLDED TCC™ (TALC, CARBON AND CERAMIC) CONE AND BUTYL-RUBBER SURROUND

The SW10 and SW12 feature either a 10-inch or 12-inch long-throw, front-firing woofer, in a ported enclosure, for maximum bass response with reduced sonic breakup and lower distortion than comparable models.

SOPHISTICATED MOTOR ASSEMBLY WITH HIGH BL MAGNET AND EXTENDED POLE PIECE

The SW10 and SW12 woofer features a sophisticated motor assembly that combines a high BL magnet and extended pole piece for deep bass response and clean bass tones.

ADVANCED AMPLIFIER DESIGN CREATES AMPLE RESERVE MUSIC POWER

Powered by internal 125-watt and 260-watt advanced digital amplifiers, the SW10 and SW12 can easily reproduce 260-watt peaks with very little heat produced.

RCA LINE-LEVEL AND LOUDSPEAKER-LEVEL INPUTS

In addition to gold-plated RCA line-level Left and Right inputs, the SW10 and SW12 feature gold-plated, non-filtered RCA LFE (Low Frequency Effects) line-level input for a direct connection from a 5.1 or 7.1 home theater sound processor. Using the “LFE” input bypasses the “Low Pass” frequency control.

The SW10 and SW12 also have gold-plated, loudspeaker-level, five-way binding-post input connections.

ADJUSTABLE LOW-PASS, AND PHASE CONTROLS

A variable low-pass filter enables you to adjust the upper range of frequency that the subwoofer reproduces anywhere between 60 Hz to 125 Hz. A switchable (0-or-180 degree) phase control ensures optimal system integration, no matter where the SW10 or SW12 are placed in the room.

MUSIC SENSE CIRCUITRY AND TRIGGER INPUT FOR AUTOMATIC POWER ON/OFF

When activated, the SW10 and SW12's music sense circuits will continually monitor the audio inputs and automatically power on the subwoofer when audio signals are detected. Conversely, the music sense circuits will automatically power off the subwoofer, after a preset time, when signals are no longer present. The SW10 and SW12 also includes a POWER TRIGGER input that allows a 3-30V AC/DC input to remotely power on/off the SW10 or SW12 in the same way. This trigger has a cascade output to automate other appropriately equipped gear or another SW10 or SW12.

CASCADE AUDIO OUTPUTS FACILITATE EASY CONNECTION OF ADDITIONAL SUBWOOFERS

For larger rooms, or dual subwoofer applications, several SW10 and SW12's can be easily added to a system using the cascading line-level or speaker level audio outputs to feed additional SW10 and SW12 audio inputs in a daisy-chain connection.

ADJUSTABLE ISOLATING FEET

The SW10 and SW12 are equipped with four adjustable spike feet (pre-installed with large slip-on rubber covers) that mechanically couple the woofer cabinet to a hard floor. For carpet placement, the rubber covers can be removed to reveal the spikes.

DOLBY® DIGITAL READY

The SW10 and SW12 are specifically designed for Home Theater Sound. These models exceed the specifications set forth by Dolby Laboratories for the accurate reproduction of Dolby Digital-Encoded Sources.

INSTALLATION CONSIDERATIONS

RCA CABLE

For the best possible performance using the line-level connections, use high-quality RCA cables that feature low impedance and gold-plated connectors. Consult your local Niles dealer for their recommendations.

PLACEMENT

THE BOUNDARY EFFECT

Placing an SW10 or SW12 in a corner can powerfully affect the way a listener perceives bass response. Known as the boundary effect, a placement close to a wall/ceiling boundary or near a corner-wall boundary will emphasize certain bass frequencies, while canceling others. This effect can make the SW10 or SW12 sound excessively boomy and inaccurate to some listeners, while to others it just seems like more bass sound. Some listeners prefer to place the subwoofer (or subwoofers) near the same location of the main left/right channel loudspeakers.

Because all rooms are unique, and people have different expectations with regard to audio quality, some experimentation may be necessary with regard to placement and control settings.

CONTROLS AND CONNECTORS

OPERATION CONTROLS

The SW10 and SW12's operation controls are located on the unit's front panel, as shown in **Figure 1**. They function as follows:

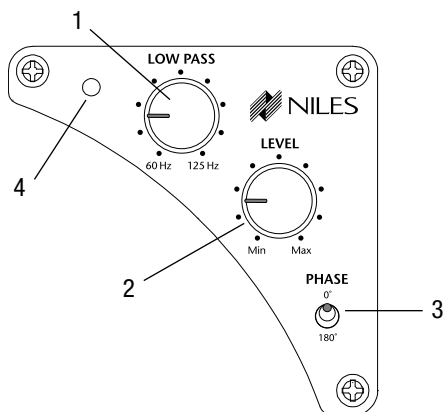


Figure 1. The SW10 and SW12's front panel contains the subwoofer's operation controls.

1. **LOW PASS Frequency Control:** Use this control to set the subwoofer's upper frequency level that the subwoofer will reproduce. It can be between 60 to 125 Hz. Also see **SETTING UP THE SW10 and SW12** on page 14.
2. **LEVEL Control:** Use this control to adjust the subwoofer output level as desired.
3. **PHASE Control:** Use this control to set the subwoofer's phase response for either 0 or 180°. Also see **SETTING UP THE SW10 and SW12** on page 14.
4. **MODE indicator** shows current status of the SW10 and SW12: Green is ON; Red is STANDBY.

SIGNAL CONNECTORS AND POWER CONTROLS

The SW10 and SW12's signal connectors and power controls are located on the unit's rear panel, as shown in **Figure 2**. They function as follows:

NOTE: SEE **APPLICATIONS** STARTING ON PAGE 10 FOR DETAILED WIRING CONNECTIONS FOR YOUR APPLICATION.

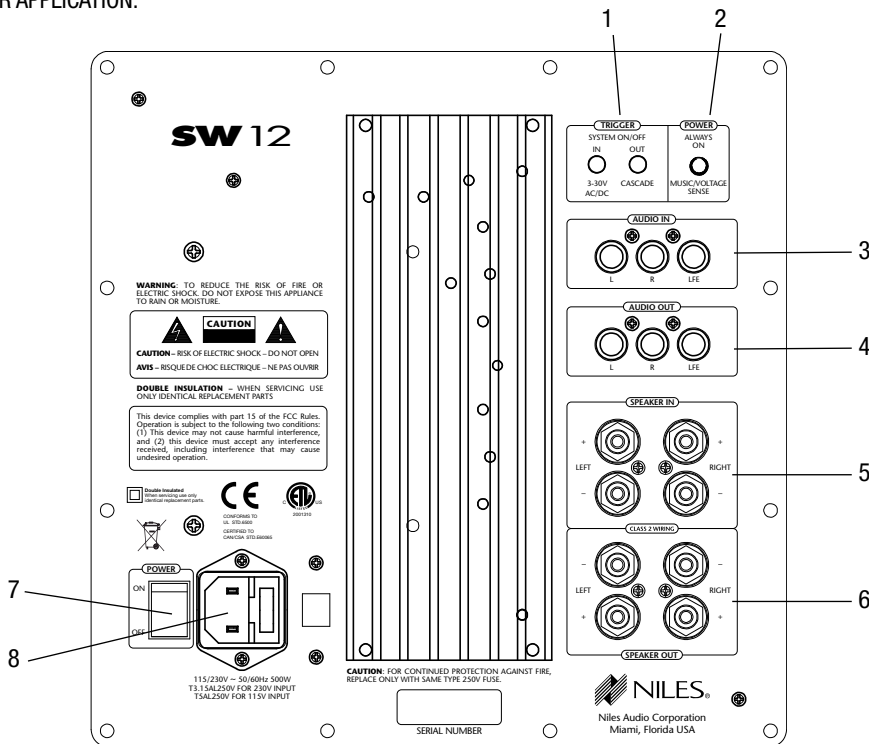



Figure 2. The SW12's rear panel contains the subwoofer's signal connectors and power controls. (SW12 Shown - SW10 similar)

1. **TRIGGER:** For external power triggering, use a mini (3.5 mm) mono plug to connect the **IN** jack to a power on/off trigger signal from a home theater surround sound processor or other voltage. Power on is 3 to 30 Vdc (or Vac). Power off is 0 Vdc (or Vac). Use the **OUT** jack to pass the **TRIGGER** signal (at the same voltage level of the trigger input) to another SW10 and SW12 or other equipment in your system. **THIS JACK SHOULD NOT BE USED TO POWER OTHER EQUIPMENT.**

NOTE: FOR A SYSTEM NOT EQUIPPED WITH A POWER TRIGGER OUTPUT, CONSIDER USING A NILES 12-VOLT POWER SUPPLY (FG01035) AS A TRIGGER SIGNAL THAT IS ACTIVATED VIA A SWITCHED AC OUTLET ON THE RECEIVER. SEE **FIGURE 6** ON PAGE 13 FOR CONNECTION DETAILS.

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2. (Auto) **POWER Switch**: Use the **ALWAYS ON** mode to leave the SW10 and SW12 always on. Use the **MUSIC/VOLTAGE SENSE** mode to automatically power on the SW10 and SW12 when audio signals are present or when system trigger is used. When signals are absent, the SW10 and SW12 will enter the standby mode.

NOTE: THE ALWAYS ON AND MUSIC/VOLTAGE SENSE SETTINGS ARE ONLY ACTIVE AFTER (MASTER) POWER IS SET TO ON (SEE BELOW).

3. **AUDIO IN jacks**: Use these gold-plated, line-level RCA input jacks to connect line-level stereo or **LFE** audio signals from a home theater surround sound processor or receiver. The **LFE** (Low Frequency Effects) input is not affected by the **LOW PASS** Frequency Control. The **PHASE** Control and **LEVEL** Control continue to function as normally expected.
4. **AUDIO OUT jacks**: Use these gold-plated, line-level RCA output jacks to connect line-level stereo or **LFE** audio signals to drive another SW10 or SW12. The L/R output signals are routed through a fixed **HIGH-PASS** (80 Hz) filter.
5. **SPEAKER IN Binding Posts**: As an alternative to the **AUDIO IN** jacks, use the loudspeaker-level, gold-plated, five-way binding posts to connect loudspeaker-level, stereo audio signals from a home theater surround sound processor or receiver. For additional connection details, see **FINISHING THE INSTALLATION** on page 13.
6. **SPEAKER OUT Binding Posts**: As an alternative to the **AUDIO OUT** jacks, use the loudspeaker-level, gold-plated, five-way binding posts to connect loudspeaker-level, stereo audio signals to drive your front L/R satellite loudspeakers.
7. (Master) **POWER Switch**: Use this control to power on/off the SW10 and SW12.
8. **Detachable IEC Power Cord and built-in fuse**. If needed, replace the fuse with same type, as follows:
- For 115/120 Vac @ 60 Hz, use a T5AL, 250V fast-blow fuse.
 - For 230/240 Vac @ 50 Hz, use a T3.15AL, 250V fast-blow fuse.

APPLICATIONS

The Niles SW10 and SW12 Subwoofers are very flexible and can be configured for use in various applications with associated external audio components, as shown in **Figure 3** through **5**. For other SW10 and SW12 applications, consult your local Niles dealer for help in configuring your home theater system.

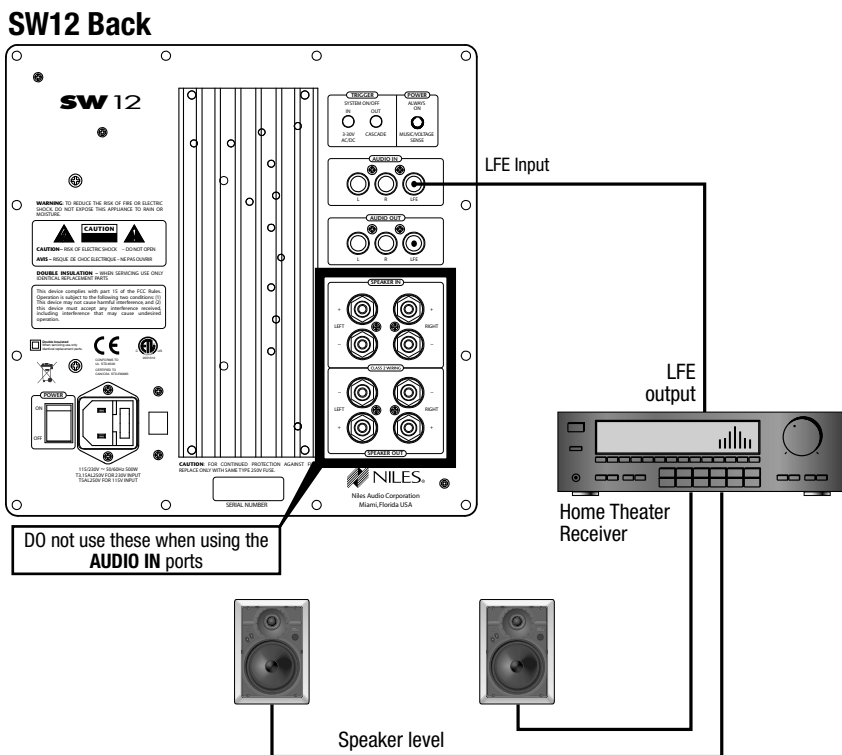


Figure 3. Line level connections

TWO SW10 AND SW12'S WITH SATELLITE LOUDSPEAKER SYSTEM

NOTE: ADJUST SETTING ON BOTH SW10 AND SW12 SUBWOOFER TO BE THE SAME

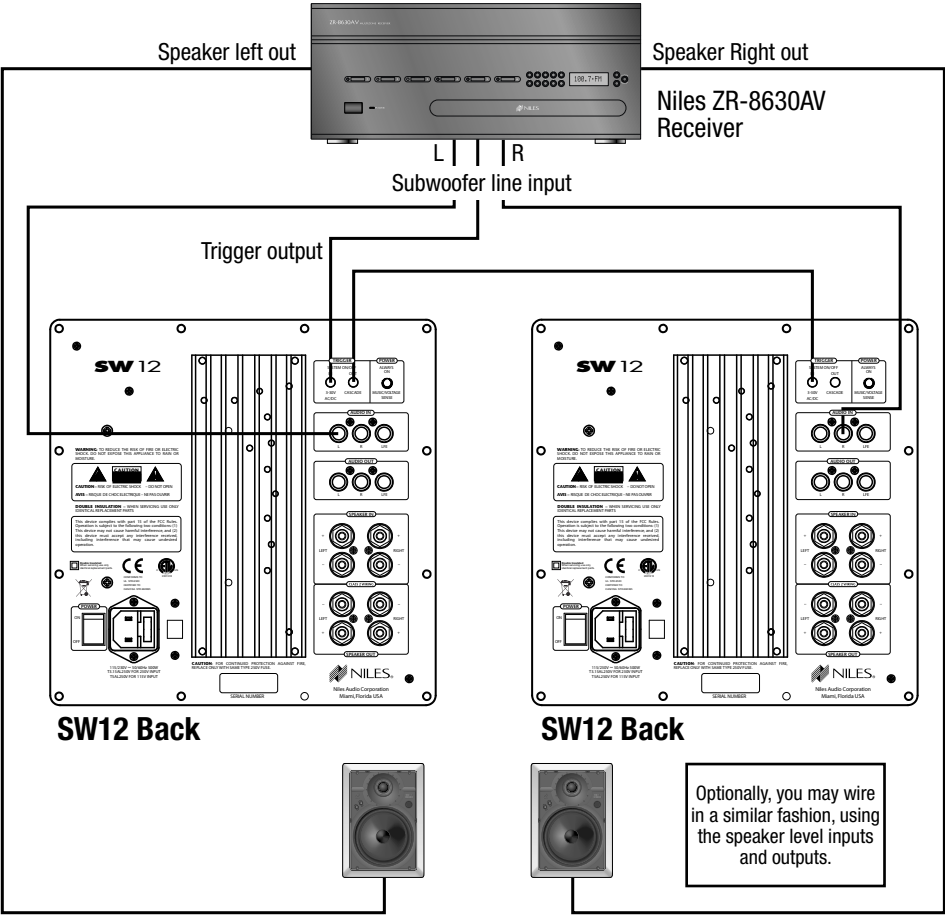


Figure 4. Stereo/dual subwoofer application

SW10 AND SW12 AND SPEAKER-LEVEL CONNECTION TO SATELLITE LOUDSPEAKERS

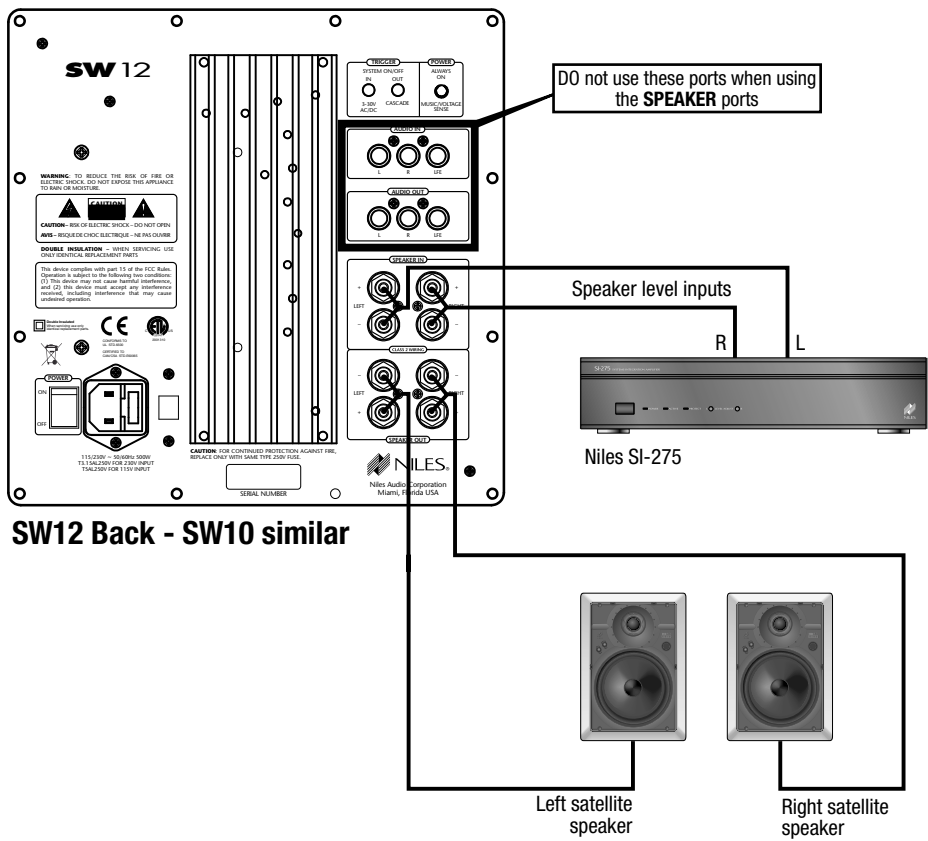


Figure 5. Speaker level connections

FINISHING THE INSTALLATION

ADJUSTING THE FEET

The SW10 and SW12 are equipped with four adjustable spiked feet, pre-installed with large, slip-on rubber covers. At the final placement location, adjust the feet/spikes as follows:

- *On hard floors (e.g., wood, tile, etc.), check the SW10 and SW12's stability and, if needed, adjust the rubber feet one at a time until the cabinet is level.*
- *On carpeted floors, tilt the SW10 and SW12 up and remove each rubber cover. Check the SW10 and SW12's stability and, if needed, adjust the spikes one at a time until the cabinet is level.*

CONNECTING THE SW10 AND SW12

Connect the SW10 and SW12 according to your application (see **APPLICATIONS** on page 10). Use high-quality RCA cables for all line-level connections (see **CONTROLS AND CONNECTORS** on page 7). **For applications with loudspeaker-level connections, perform the following steps:**

1. *At each SW10 and SW12 loudspeaker-level connection, separate the loudspeaker wire so that at least 2 inches of each conductor are free. Strip away 1/4 inch of insulation from each loudspeaker wire. Using correct polarity, connect the appropriate conductor to each five-way, speaker level, input binding post.*

NOTE: OBSERVE CORRECT POLARITY: POSITIVE (+) GOES TO THE RED POST AND NEGATIVE (–) GOES TO THE BLACK POST. IF YOU ARE UNSURE OF WIRE POLARITY, SEE THE SECTION, CHECKING PHASE ON THE SATELLITE LOUDSPEAKERS, ON PAGE 14.

2. *Connect the other end of the loudspeaker wires to the home theater receiver (or amplifier) and satellite loudspeakers in the same way.*
3. *Using the five-way binding post of the SW10 and SW12, connect the loudspeaker outputs to the appropriate satellite loudspeaker in the same way.*
4. *Turn on the home theater receiver and calibrate all loudspeakers in the system according to the receiver (processor) manufacturer's instructions.*

SETTING UP THE SW10 AND SW12

After making all the connections and calibrating the loudspeakers, set up the SW10 and SW12 by performing the following steps (see **CONTROLS AND CONNECTORS** on page 7 for information on control operation):

1. *On the rear panel, set the (Auto) **POWER** switch to **ALWAYS ON** or **MUSIC/VOLTAGE SENSE**. Depending on your application.*
2. *On the front panel, set the following controls (and switches) to their initial positions:*
 - **LEVEL** control = 5
 - **LOW PASS FREQUENCY** control = 120 Hz
 - **PHASE** control = 0°
3. *While playing a favorite music track, adjust your system's volume control to a comfortable level and listen to the bass level at your favorite listening position (e.g., couch).*
4. *Continue listening to your favorite music and movie sources. If you want a more solid-sounding bass (with less overtones), try moving the **LOW PASS FREQUENCY** control toward the lower frequencies. Experiment with different frequency settings until you find one that sounds best. If needed, readjust the **LEVEL** control (see **step 3**).*
5. *Continue listening to your favorite music and movie sources using the appropriate setting for **LEVEL SETUP**. Try experimenting with the **PHASE** control until you find its optimum setting. Depending on the SW10 and SW12 placement, the bass should sound more pronounced when the phase has been optimized.*

CHECKING PHASE ON THE SATELLITE LOUDSPEAKERS

Loudspeaker wire has two conductors. On applications with satellite loudspeakers, one conductor is attached to a component's negative (–) terminal, while the other is attached to a component's positive (+) terminal. Usually, the wire is marked for your convenience, but the marking can be done in the following different ways:

- *Stripe on one wire*
- *Ribbed area you can feel on one conductor*
- *Different colors of metal wire on each conductor*
- *Fabric strand or string wound into one of the conductors*

Of course, there are some wires that appear completely identical. If wired incorrectly, one satellite loudspeaker will be playing “out-of-phase” with the other loudspeaker. A pair of out-of-phase loudspeakers works against each other, and the sound of the two playing together will be lacking in bass and sound “phasey.” If you suspect the sound is not right, and you cannot see any markings on the wire, try this simple test:

1. *Stand halfway between the satellite loudspeakers.*
2. *Play some music with the amplifier or receiver set to Mono.*
3. *Listen to the richness of the bass and the loudness of the sound.*
4. *Turn off the amplifier and reverse the connections on the SW10 and SW12 **SPEAKER OUT** binding post.*
5. *Repeat the listening test with the same volume control setting. When the sound has a richer bass and is slightly louder, the satellite loudspeakers are working together or “in-phase.”*

INSTALLING AND REMOVING THE GRILLE

- *To install the grille, start with the top two grille posts and gently press the grille frame in at each of the five recessed holes. When properly installed, the grille will be approximately 2 to 3 mm away from the cabinet along the sides.*
- *To remove the grille, start with the bottom grille posts and gently pull the grille frame away from the SW10 and SW12's edge at each of the five recessed holes. Store the grille in a safe place for future use.*

CLEANING

Use a dampened soft cloth or paper towel to clean the cabinet and grille.

SPECIFICATIONS

Driver Complement

SW10: One 10" Long-Throw Front-Firing Woofer

SW12: One 12" Long-Throw Front-Firing Woofer

Amplifier Power

SW10: 90 Watts (rms), 125 Watts (peak)

SW12: 190 Watts (rms), 260 Watts (peak)

Frequency Response

SW10: 30 to 160 Hz, +/- 3 dB

SW12: 27 to 160 Hz, +/- 3 dB

Power Requirements

SW10 and SW12: 120 Vac, 230-240 Vac, 50/60Hz

Overall Dimensions (with grille)

SW10: 14.25" W x 15.25" H x 17.25" D

SW12: 14.25" W x 19" H x 19" D

Weight

SW10: 47 lbs, (21.3 kg) shipping weight

SW12: 57 lbs, (26 kg) shipping weight

Certification

- Meets FCC Part 15 and ICES-003, Class B for USA and Canada
- CSA Listed and tested under UL/EN60065 standard
- CE compliant for the EU
- C-Tick compliant for Australia and New Zealand

FCC INSTRUCTIONS TO THE USER

This equipment has been tested and found to comply with the limits for a class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- *Reorient or relocate the receiving antenna.*
- *Increase the separation between the equipment and receiver.*
- *Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.*
- *Consult the dealer or an experienced audio/video installer for help.*

This equipment has been verified to comply with the limits for a class B computing device, pursuant to FCC Rules. In order to maintain compliance with FCC regulations, shielded cables must be used with this equipment. Operation with non-approved equipment or unshielded cables is likely to result in interference to radio and TV reception. The user is cautioned that changes and modifications made to the equipment without the approval of manufacturer could void the user's authority to operate this equipment.

NOTES

[illegible]

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LIMITED WARRANTY

NILES AUDIO CORPORATION ("NILES") WARRANTS ITS LOUDSPEAKER PRODUCTS TO THE ORIGINAL PURCHASER TO BE FREE OF MANUFACTURING DEFECTS IN MATERIAL AND WORKMANSHIP FOR A PERIOD OF TWO YEARS FROM DATE OF PURCHASE.

THIS WARRANTY IS SUBJECT TO THE FOLLOWING ADDITIONAL CONDITIONS AND LIMITATIONS. THE WARRANTY IS VOID AND INAPPLICABLE IF NILES DEEMS THAT THE PRODUCT HAS BEEN USED OR HANDLED OTHER THAN IN ACCORDANCE WITH THE INSTRUCTIONS PROVIDED BY THE MANUFACTURER, INCLUDING BUT NOT LIMITED TO DAMAGE CAUSED BY ACCIDENT, MISHANDLING, IMPROPER INSTALLATION, ABUSE, NEGLIGENCE, OR NORMAL WEAR AND TEAR, OR ANY DEFECT CAUSED BY REPAIR TO THE PRODUCT BY ANYONE OTHER THAN NILES OR AN AUTHORIZED NILES DEALER.

TO OBTAIN WARRANTY SERVICE, TAKE THE UNIT TO THE NEAREST AUTHORIZED NILES DEALER, WHO WILL TEST THE PRODUCT AND IF NECESSARY, FORWARD IT TO NILES FOR SERVICE. IF THERE ARE NO AUTHORIZED NILES DEALERS IN YOUR AREA, YOU MUST WRITE TO NILES AND INCLUDE YOUR NAME, ADDRESS, MODEL AND SERIAL NUMBER OF YOUR UNIT, ALONG WITH A BRIEF DESCRIPTION OF THE PROBLEM. A FACTORY RETURN AUTHORIZATION NUMBER WILL BE SENT TO YOU. DO NOT RETURN ANY UNIT WITHOUT FIRST RECEIVING WRITTEN AUTHORIZATION AND SHIPPING INSTRUCTIONS FROM NILES.

IF THE ABOVE CONDITIONS ARE MET, THE PURCHASER'S SOLE REMEDY SHALL BE TO RETURN THE PRODUCT TO NILES, IN WHICH CASE NILES WILL REPAIR OR REPLACE, AT ITS SOLE OPTION, THE DEFECTIVE PRODUCT WITHOUT CHARGE FOR PARTS OR LABOR. NILES WILL RETURN A UNIT REPAIRED OR REPLACED UNDER WARRANTY BY SHIPPING SAME BY ITS USUAL SHIPPING METHOD FROM THE FACTORY (ONLY) AT ITS EXPENSE WITHIN THE UNITED STATES OF AMERICA. THERE ARE NO OTHER WARRANTIES, INCLUDING WITHOUT LIMITATION, EITHER EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WITH RESPECT TO THE PRODUCT.

REPAIR OR REPLACEMENT AS PROVIDED UNDER THIS WARRANTY IS THE EXCLUSIVE REMEDY OF THE CONSUMER/PURCHASER. NILES SHALL NOT BE RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES EXCEPT TO THE EXTENT PROVIDED (OR PROHIBITED) BY APPLICABLE LAW.

SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION MAY NOT APPLY TO YOU. THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS, AND YOU MAY ALSO HAVE OTHER RIGHTS WHICH VARY FROM STATE TO STATE.

FOR THE NAME OF YOUR NEAREST AUTHORIZED NILES DEALER CONTACT:
NILES AUDIO CORPORATION, P.O. BOX 160818, MIAMI, FLORIDA 33116-0818.

Please fill in your product information and retain for your records.

Model_____	Serial No._____	Purchase Date_____
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WARRANTY REGISTRATION CARD

Model Purchased _____

Serial Number _____

Date Purchased (month/day/year) _____

Dealer Name and Location _____

☐ Dr. ☐ Miss ☐ Mr. ☐ Mrs. ☐ Ms.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone () _____

Please take a moment to fill out our warranty registration card. The information helps us to get to know you better and develop the products you want

Age:

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 & over

Income:

- ☐ Under \$24,999
- ☐ \$25,000-\$44,999
- ☐ \$45,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$99,999-\$129,999
- ☐ Over \$130,000

Occupation:

- ☐ Arts/Entertainment
- ☐ Business Owner
- ☐ Engineer
- ☐ Finance/Accounting
- ☐ General Office
- ☐ Management
- ☐ Professional
- ☐ Sales/Marketing
- ☐ Student
- ☐ Trades person

Musical tastes:

(Please check all that apply)

- ☐ Alternative
- ☐ Classical
- ☐ Country
- ☐ Jazz
- ☐ New Age
- ☐ Popular
- ☐ R&B
- ☐ Rock
- ☐ Other _____

How did you hear about Niles?

- ☐ Architect/Developer
- ☐ Custom Installer
- ☐ Direct Mail
- ☐ Friend/Family
- ☐ In-Store Display
- ☐ Interior Designer
- ☐ Magazine Ad
- ☐ Mail-Order Catalog
- ☐ Newspaper Ad
- ☐ Product Brochure
- ☐ Product Review
- ☐ Retail Salesperson
- ☐ E-Tailer

What magazines do you read?

1. _____
2. _____
3. _____

Who will install the product?

- ☐ Custom Installer
- ☐ Electrician
- ☐ Friend
- ☐ Myself
- ☐ Builder

Which factor(s) influenced the purchase of your Niles product? (Please check all that apply)

- ☐ Ease of Use
- ☐ Price/Value
- ☐ Product Features
- ☐ Quality/Durability
- ☐ Reputation/Brand
- ☐ Style/Appearance
- ☐ Warranty

Do you . . . ?

- ☐ Own a House. If yes, how many square feet? _____

- ☐ Own a Town House/Condominium/Co-op
- ☐ Rent an Apartment
- ☐ Rent a House

Are you interested in receiving literature on other Niles products?
☐ Yes ☐ No

Are there products/capabilities that you would like to see introduced?



BLENDING HIGH FIDELITY AND ARCHITECTURE®

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